

**California Department of Public Health  
Center for Chronic Disease Prevention and Health Promotion  
Nutrition Education and Obesity Prevention Branch**

**Questions and Responses  
Supplemental Nutrition Assistance Program – Education Stakeholders’ Meeting  
September 23, 2014**

This document addresses questions received during and following the September 23, 2014, Nutrition Education and Obesity Prevention Branch (NEOPB) Stakeholders’ Meeting, whether in person or through the webinar “chat” option, except those which apply to Local Health Department operations. These questions will be addressed in venues (monthly All LHD Conference Calls, the Project Directors’ Meeting held in late November and weekly Program Letters) that are intended for this audience. Questions have been grouped by theme and may be paraphrased to consolidate questions that address the same issue.

**Questions to Clarify Dr. Talarico’s Presentation**

1. Is this (stakeholders’ meeting) planning of California SNAP-Ed or CDPH SNAP-Ed (very LHD focused)?  
**Response:** The Stakeholders’ Meetings are California Department of Public Health (CDPH), Supplemental Nutrition Assistance Program-Education (SNAP-Ed) focused, as the Fiscal Year 2014-15 Budget Trailer Bill language was specific to CDPH. CDPH does not have purview over the other State Implementing Agencies (SIAs) or the responsible state agency, which is the California Department of Social Services (CDSS).
  
2. Are non-CDPH affiliates, such as California Department of Aging (CDA)-funded organizations supposed to be part of these stakeholders’ meetings? If so, the background on CDPH funding is good context and it would be helpful in future meetings to discuss ways that local communities are integrating the Area Agencies on Aging (AAAs) and local health departments (LHDs’) work with the work of other partners.  
**Response:** The Fiscal Year 2014-15 Budget Trailer Bill passed by the Legislature called for “the State Department of Public Health [to] convene a quarterly meeting of stakeholders, including, but not limited to, community organizations, food banks, nonprofit organizations, program contractors, and counties...” and any interested party is welcome to attend. We plan to share ways in which LHDs are integrating and collaborating with their fellow Local Implementing Agencies (LIAs), including AAAs, in future meetings.
  
3. Could you expand on the transition from Product-based programming to Function-based programming? What is being eliminated? What will the new structure look like at the local level?  
**Response:** The terms “product-based” and “function-based” refer to the organizational structure of the CDPH NEOP Branch only, not to its programs and not to local structures, which are their purview. A product-based structure resembles a small business – a small number of people carry out all the functions of the operation (e.g., identifying the market, setting up the shop, training any new employees, serving customers and evaluating the profits). A function-based organization assigns pieces of the whole to people who are/become experts in that role, (e.g., accountants pay the bills, staff training is carried out by trainers, customer services is provided by a force of sales representatives who receive training in good customer service and so forth). In short, nothing is eliminated; it is just a different way of organizing the work force. It works better for large organizations and has more flexibility in periods of increasing and decreasing resources.

4. How does NEOPB define “Community-based Organization” (CBO)?  
**Response:** CBOs are defined as non-profit entities that are not government-based.
5. Why did Los Angeles County receive the same “yellow” level of underfunding as in previous years?  
**Response:** The formula used for the current allocations distributes dollars according to the SNAP-Eligible population of the jurisdiction. However, the fact that very small rural jurisdictions would not be able to support any activities based on a per-capita allocation requires a baseline adjustment. So every county receives a baseline amount and then the balance of the funding is distributed on a per capita basis. This allows every county to deliver SNAP-Ed services but does slightly reduce the amount that would normally go to other counties based on a purely per capita basis.
6. With the forecasted diminishing funds, how will CDPH sustain its commitment to adding 40 new state positions?  
**Response:** Please refer to Slide 44 in the presentation. The 40 “new” positions, plus 13 researchers with the UC Berkeley Center for Weight and Health, are replacing 70 Public Health Institute (PHI) employees who until September 30 of this year carried out state-level functions. NEOPB requested approval for 53 positions (17 less than it currently has to run the program), having calculated that the reduced overall allocation for California will support this reduced level of staffing for CDPH.
7. To what extent are LHDs providing support and implementing activities in schools that are policy-systems-environment (PSE)-related?  
**Response:** This past year, FFY 2014, 35 percent of local subcontract funds were issued to schools, school districts and county offices of education. These entities are required to implement policy, systems and/or environmental supports along with the education they provide. We’ll report on these activities in greater detail at future Stakeholders’ Meetings.

### **Training**

8. Are the Training and Resource Centers (TRCs) going to go away after all of the state staff are trained?  
**Response:** The TRC contracts were executed starting May 2014 for a one-year period with the option to extend for a second year. The purpose of these contracts is to bridge the gap while state training staff are hired and learn about SNAP-Ed requirements and content. Since the new state staff have been on board for a short period of time, it is too early to determine whether an extension will be needed.
9. Do you envision UC CalFresh assisting with training in areas where they have expertise?  
**Response:** CDPH has been asked and will utilize its training resources to benefit the other California State Implementing Agencies (SIAs): CDSS, CDA and UC CalFresh. UC CalFresh may opt to invite staff from other SIAs to attend their training sessions; likewise, CDSS may direct UC CalFresh to do so as part of its Interagency Agreement for SNAP-Ed; these decisions are not within the purview of CDPH. CDPH will continue to coordinate and collaborate with the others SIAs and CDSS to provide comprehensive training to SNAP-Ed contractors.

### **Campaigns and Programs**

**10.** Which of the campaigns and programs (i.e., Latino Campaign/ Power Play!) will continue into the future?

**Response:** All campaigns and programs will continue in FFY 2015. As part of Strategic Planning in FFY 2015, and in recognition of diminishing funds, strategic planning will include an analysis of the evidence base and cost-benefit of everything we do in order to prioritize activities in the out years.

### **Partnerships**

**11.** How do you envision supporting county-wide collaborative efforts for chronic disease and obesity prevention planning and evaluation with entities that are not SNAP-Ed funded?

**Response:** County Nutrition Action Partnerships (CNAPs) originated in the 1990s as collaborative activities of USDA-funded programs. These local partnerships have expanded in many cases to include organizations with other sources of funding, such as WIC offices and food banks. Some even include non-governmental organizations that are interested in participating in efforts to reduce and prevent obesity, for example, Kaiser Permanente, and The California Endowment. Demonstrations of active partnerships such as these are a required element of LHD grants; CDPH provides funds, technical assistance and in FFY 2015 will model this type of partnership at the state level in support of these local efforts.